

“Marketing Alpha”
Fundraising Intelligence For
“Sub-Institutional” (\$0-\$100 Million AUM)
&
“Smaller Emerging” Managers.

Bryan K. Johnson – Managing Partner



“Even the best-performing asset managers will struggle to win investors’ capital if they don’t first win their trust.”

**Source: Institutional Investor –
The Thing Investors Value Most in Manager Selection January 22, 2019**

**Fundraising is NOT a competition for assets based on investment performance.
Fundraising is a competition for TRUST, driven by Consistent, Appropriate "Investor-centric; Prospect-specific" engagement. =
MARKETING.**

CONTACT:

**Bryan Johnson – Founder + Managing Partner
Johnson & Company
Direct: (512) 786-1569
Email: bryan@Johnsn.com**

www.johnsn.com

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